

# Your Moors – Your Moorsbus: what passengers said about Moorsbus in 2016...

In 2016 Moorsbus linked a number of towns and villages to the North York Moors on summer Sundays, providing access for locals and visitors to shops and scenery, without the need for a car.

The aim was to create a straightforward service for passengers, with timetables and routes based on their comments from 2015. The results of this year's survey will help the Community Interest Company develop improved and responsive services for 2017.

	2016	(2015)
<b>1. Purpose of visit:</b>		
Ride in the countryside	55%	(49%)
Meal	17%	(10%)
Visit a specific attraction	20%	(19%)
Shopping	14%	( 6%)
Special event	3%	( 0%)
Work / volunteering	1%	( 0%)
Visiting friends	1%	( 5%)
Walk	58%	(60%)
Average length of walk:	3.4hrs	(3.5hrs)
<i>(note: total adds to more than 100% due to multiple answers)</i>		
<b>Average journeys per passenger:</b>	2.63	(2.89)
<b>Average size of group:</b>	2.17	(1.81)

<b>2. Day visitors or holidaymakers:</b>		
Day visit from home	87%	(87%)
Holiday	13%	(13%)
Average length of stay for staying visitors: 6.39 nights		
Average spend on accommodation per trip: £449		
Average spend per night:	£70.30	(£30.70)
38% of holidaymakers were self-catering in a cottage		
33% of holidaymakers were staying in Bed & Breakfast		
15% were staying in a hotel or guest house		
10% were camping		
10% were staying with friends or relations		

<b>3. Satisfaction levels:</b>		
Amount of information	87.9%	(86.2%)
Clarity of information	90.0%	(84.0%)
Accuracy of information	93.7%	(91.0%)
Routes used	87.5%	(96.6%)
Frequency of service	81.3%	(69.2%)
Value for money	97.9%	(95.0%)
Reliability	97.6%	(89.6%)
Comfort	94.5%	(87.8%)
Drivers	99.0%	(95.6%)
<i>Average satisfaction:</i>	92.2%	(88.3%)

<b>4. Contributing to the local economy:</b>		
Passenger spend (day visitors)		
Food / drink	£8.65	(£7.10)
Recreation	£0.81	
Shopping	£4.79	(£2.50)
Transport	£2.53	
Other	£0.58	
<i>Average spend per visitor:</i>	£17.57	

	2016	(2015)
<b>5. Car driver or not?</b>		
Passengers from a car-owning household	49%	(38%)
30% could have used it on the day of travel (29% in 2015) and so made a positive choice to abandon their car for all or part of the day		
Percentage who could not visit the moors without Moorsbus	61%	(71%)
<b>6. Age of passenger:</b>		
Under 40	4%	( 6%)
41 – 59	13%	( 6%)
60 – 70	47%	(51%)
71 and over	36%	(35%)

<b>7. Sources of Moorsbus information used:</b>		
Used it before	53%	(75%)
Timetable	26%	(19%)
Friends	11%	(14%)
Internet	9%	( 6%)
Poster	8%	( 8%)
Information Centre	7%	( 6%)
Advertising on bus	7%	( 5%)
Received Moorsbus information during year:	70%	(84%)

<b>8. Locations visited by passengers:</b>		
29% Helmsley	8% Hutton le Hole	
24% Rievaulx	7% Guisborough	
15% Pickering	6% Byland	
13% Danby	6% Thirsk	
12% Sutton Bank	4% Coxwold	
11% Kirkbymoorside	3% Great Ayton	
8% Castleton	3% Stokesley	

<b>9. Preferences for future operations:</b>		
Earlier departures in the day	33%	(40%)
Later departures in the day	1%	( 6%)
More routes	49%	(40%)
Longer season	42%	(35%)

<b>10. Other destinations suggested:</b>		
Rosedale	26%	(29%)
Osmotherley	16%	-
Dalby Forest	11%	(17%)
Bilsdale	8%	(16%)
Farndale	7%	(10%)
Lastingham	6%	-
Hawnby & Square Corner	6%	(14%)

Future plans will be based on funding from external sources (e.g. passenger donations to the 'bus fund', local councils and other bodies, support from businesses and charities) and fare revenue. **We sincerely thank all who have contributed to Moorsbus in 2016.**

